



State of Montana Project Management Office

Project Initiation and Planning Phase

Marketing Plan Instructions

This outline is for a marketing plan document to be written for a stand-alone marketing effort for an existing product or service, or as part of a project to introduce a new product or service to market.

A well-executed marketing program or product/service launch is composed of a number of interrelated activities that must be planned for well in advance. In addition, much as a product or service must be designed with the end customer's needs and perspectives in mind, the marketing activities to promote that product/service must be "designed" with the target customer in mind. This plan outline highlights the activities and components needed for an effective marketing campaign.

1. Use the following outline—modified for your situation—to draft a marketing plan well before the marketing needs to occur.
2. Review the first draft with various functional groups that will be involved in executing the program.
3. If this plan is being developed as part of the project to create and introduce a new product or service, work with the project manager of that overall effort to sync the marketing activities with related development activities to be sure the marketing group will get the information it needs on time.
4. Update the detail in the plan as it gets closer to the time to actually carry out the marketing activities.
5. Begin to use the monitoring information developed for Section 9 as implementation of the marketing efforts get underway.

Administrative Information

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